

REQUEST FOR PROPOSALS

Notice is hereby given that the Board of County Commissioners of Sumter County, Florida, will be receiving proposals for the following:

“SUMTER COUNTY ECONOMIC DEVELOPMENT MARKETING AND PROGRAM SUPPORT”

Detailed proposals are available upon request by calling (352) 569-6067, by coming to the County Commissioners Office, Room 220, Sumter County Government Offices, 910 North Main Street, Bushnell, Florida, or by contacting Demand Star at 1-800-711-1712 or www.DemandStar.com.

All inquiries and questions regarding this RFP must be made only to the contact identified below and shall be made in writing by fax, e-mail, or mail:

Amanda Taylor, Budget & Purchasing Coordinator
Mailing Address: 910 N. Main Street, Suite 220
Bushnell, FL 33513
E-mail: Amanda.Taylor@sumtercountyfl.gov
Phone: (352) 569-6067
Fax: (352) 793-0207

The deadline for submission of questions relating to the RFP shall be Monday, September 7, 2009 at 5:00 PM

Proposals must be received by the County no later than 10:00am, Friday, September 18, 2009. Late submittals will be rejected and returned unopened to the Proposer. Proposals must be firmly sealed in packaging that is clearly marked on the outside: “Board of Sumter County Commissioners Request for Proposal for Economic Development Marketing Program Support RFP #E1-2009/AT”. Sealed Proposals must be mailed or delivered to Mrs. Amanda Taylor, at the above address.

Upon submission, all Proposals become the property of the County, who has the right to use any or all ideas presented in any Proposal submitted in response to this RFP, whether or not the Proposal is accepted. Proposals will be opened immediately following the due date and time.

BOARD OF COUNTY COMMISSIONERS
SUMTER COUNTY, FLORIDA

PUBLISH 8/18/2009

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BOARD OF COUNTY
COMMISSIONERS
SUMTER COUNTY, FLORIDA

#180224

8/18/2009

RFP E1-2009/AT Sumter County Economic Development Marketing and Program
Support bid opening held on Friday, September 18, 2009 at 2:05pm in Room 142 located
at the Government Offices at 910 North Main Street, Bushnell, FL 33513.

Bradley Arnold, Amanda Taylor, and Art Bisner were present to represent staff.

Amanda stated bids would be distributed to the Selection Committee Members and the next meeting would be on Tuesday, September 29, 2009. Vendor presentations would take place on that day and a possible recommendation to the BOCC would be made. Amanda stated after the bids were open they were public record and could be reviewed. Amanda stated six (6) packets were to be included and two (2) addendums acknowledged.

Seven (7) bids were received on time, zero (0) bids were received late, and one (1) No Proposal was received.

The bids were opened in no particular order as follows:

1. E5 Solutions, Inc. from Tallahassee– 6 packets included, addendums acknowledged, combined total annual price \$349,880.00
2. Konosens Research from Palm Coast – 6 packets included, addendums acknowledged, total price for year one \$131,700.00
3. Tenunited LTD (Engauge) from Tallahassee – 6 packets included, addendums acknowledged, total price \$121,000.00
4. Strategic Planning Group, Inc. from Ponte verda Beach – 6 packets included, addendums acknowledged, \$2,000.00 per day and various hourly rates listed
5. Sumter County Development Council from Bushnell – 6 packets included, addendums acknowledged, \$325,000.00
6. Gold & Associates from Ponte verda – 6 packets included, addendums acknowledged, \$5,000.00 per month
7. Real Estate Research from Orlando – 6 packets included, addendums acknowledged, various hourly pricing rates listed

The meeting adjourned at 2:15pm

RFP E1-2009/AT Sumter County Economic Development Marketing and Program Support Selection Review Committee Meeting held on Tuesday, September 29, 2009 starting at 9:00am in Room 142 located at the Government Offices, 910 North Main Street, Bushnell, FL 33513.

Dale Barnes, Bill Keen, John Davis, and Ron Allen were present from the Selection Committee. Doug Gilpin called to say he was running late and would join the meeting at 9:30am. Amanda Taylor was present to represent staff.

Amanda went through the process of events for the meeting as follows: The committee would discuss and short list the proposals. Real Estate Research Consultants, Inc. requested to be removed from the process so their proposal would not be reviewed by the committee. Once the proposals were shortlisted those vendors would give a presentation. After the presentations the committee would reconvene and make a recommendation to enter into contract negotiations to the Board of Sumter County Commissioners at their meeting on October 13, 2009.

After discussion the companies that were shortlisted were as follows: Sumter County Economic Development Council (EDC), Engauge, and E5Solutions. At 9:15am the committee took a fifteen minute break to allow Mr. Gilpin time to arrive before closing the shortlist selection. The committee agreed to reconvene at 9:30am with or without Mr. Gilpin.

The meeting reconvened at 9:30am with Mr. Gilpin and all other committee members present. Amanda went through the companies that were shortlisted. Mr. Gilpin asked to add the Strategic Planning Group (SPG) to the shortlist. The committee agreed.

Amanda expressed to the committee to select a presentation time limit and a question and answer time limit for each presenter and reminded the committee the meeting needed to be concluded no later than 3:00pm. The committee agreed to give each vendor twenty (20) minutes to present and ten (10) minutes for question and answers. The committee also agreed to work through without taking a lunch break to ensure the meeting was concluded no later than 3:00pm.

The presentations were in order as follows:

1. Sumter County Economic Development Council presented from 9:40 am to 10:00am, James Wade and Mary Jane Stanley presented. Question & Answer session went from 10:00am to 10:10am. The committee's biggest concern was communication. Mary Jane assured the committee that communication would not be an issue going forward and would be demonstrated to both the cities and the county. There were no further questions.
2. Engauge presented from 10:20am to 10:40am, Nick and Amy presented. Question & Answer session went from 10:40 to 10:41am. The committee had one question relating to the timeline breakdown on page 35 of the proposal. Nick stated it was broken out based on the need for branding or non-branding the business. There were no further questions.

3. E5Solutions presented from 10:47am to 11:07am, Rick Dodge presented with his team. Question & Answers were from 11:07 to 11:17am. The committee expressed the positive energy from the presentation. The committee asked about a permanent office being setup in Sumter County, Rick answered yes they would have a permanent office. There were no further questions.

4. Strategic Planning Group presented from 11:20am to 11:40am, Robert Gray presented. There were no questions from the committee following the presentation.

At 11:40am the committee closed open discussion with the vendors. The committee had discussion regarding the four presentations. Mr. Barnes stated the EDC was being held to past performances and should not be graded on those issues. Mr. Gilpin stated the BOCC is looking for someone new and fresh. Mr. Allen stated his biggest concern was communication no matter what company was chosen. The committee then scored each company as shown below.

	<u>SC EDC</u>	<u>Engauge</u>	<u>E5 Solutions</u>	<u>SPG</u>
Gilpin	2	1.7	5	1.9
Barnes	5	3.5	4.2	2
Allen	3.3	3.8	4	3
Keen	4	2.1	4.8	3.2
Davis	3.8	2.5	4.6	3.4
<u>TOTALS</u>	18.1	13.6	22.6	13.5

The committee agreed to recommend E5Solutions to the BOCC on October 13, 2009 to enter into contract negotiations.

The meeting adjourned at 12:30pm.

**Sumter County
ECONOMIC DEVELOPMENT MARKETING AND PROGRAM SUPPORT**

**PART 2
EVALUATION AND AWARD**

PROPOSALS EVALUATION

This Request for Proposals includes following all the procedures in this document and sending the sealed Proposals information to the Sumter County BOCC by the due date and time. Once Proposals are received, the Selection Committee members will independently review each submittal and score each Proposals based on the evaluation criteria. All Proposals received in accordance with this Request for Proposals will be evaluated using the following criteria.

	Score	X	Weight	=	Rating
1. Contractor's / Team Members Experience in economic development marketing in a rapidly urbanizing rural market	<u>4</u>		<u>.20</u>		<u>0.8</u>
2. Completeness of Proposals	<u>4</u>		<u>.10</u>		<u>0.4</u>
3. Contractor's/Team Members Experience and approach in retaining/expanding existing business/industries	<u>4</u>		<u>.30</u>		<u>1.2</u>
4. Contractor's/Team Members Experience and approach in recruiting external business/industries	<u>4</u>		<u>.20</u>		<u>0.8</u>
5. Cost	<u>3</u>		<u>.20</u>		<u>0.6</u>

SCORE:

0 = Non-Responsive

1 = Poor

2 = Fair

3 = Average (Included only minimum of what was asked for on subject criteria)

4 = Good

5 = Excellent

3.8

Do not attempt to contact any Selection Committee Member, staff member or person other than Mrs. Amanda Taylor for questions relating to this project. Anyone attempting to lobby Sumter County BOCC representatives may be disqualified. The Selection Committee Members shall be: BOCC Commissioner Doug Gilpin, City of Bushnell Councilman Dale Barnes, City of Wildwood Mayor Ed Wolf, Industrial Development Authority Board Member Bill Keen, and Mr. John Davis, Citizens First

Recommendation of award will be sent to all submitting vendors. The award will be based on the Proposal that is most advantageous to Sumter County. All Selection Committee recommendations are subject to Board approval.

The Selection Committee will meet to evaluate Proposals in Room 203 on Tuesday, September

EDC / GILPIN

Sumter County
ECONOMIC DEVELOPMENT MARKETING AND PROGRAM SUPPORT

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1. Contractor's / Team Members Experience in economic development marketing in a rapidly urbanizing rural market	<u>2</u>		<u>.20</u>		<u>0.4</u>
2. Completeness of Proposals	<u>1</u>		<u>.10</u>		<u>0.1</u>
3. Contractor's/Team Members Experience and approach in retaining/expanding existing business/industries	<u>3</u>		<u>.30</u>		<u>0.9</u>
4. Contractor's/Team Members Experience and approach in recruiting external business/industries	<u>2</u>		<u>.20</u>		<u>0.4</u>
5. Cost	<u>1</u>		<u>.20</u>		<u>0.2</u>

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2.0

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1. Contractor's / Team Members Experience in economic development marketing in a rapidly urbanizing rural market	<u>3</u>		<u>.20</u>		<u>0.6</u>
2. Completeness of Proposals	<u>5</u>		<u>.10</u>		<u>0.5</u>
3. Contractor's/Team Members Experience and approach in retaining/expanding existing business/industries	<u>4</u>		<u>.30</u>		<u>1.2</u>
4. Contractor's/Team Members Experience and approach in recruiting external business/industries	<u>3</u>		<u>.20</u>		<u>0.6</u>
5. Cost	<u>3</u>		<u>.20</u>		<u>0.6</u>

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DALE BARNES

~~21/09/00~~ (ND) Sumter County EDC
DB
Sumter County
ECONOMIC DEVELOPMENT MARKETING AND PROGRAM SUPPORT

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1. Contractor's / Team Members Experience in economic development marketing in a rapidly urbanizing rural market	<u>5</u>		<u>.20</u>		<u>1.0</u>
2. Completeness of Proposals	<u>5</u>		<u>.10</u>		<u>0.5</u>
3. Contractor's/Team Members Experience and approach in retaining/expanding existing business/industries	<u>5</u>		<u>.30</u>		<u>1.5</u>
4. Contractor's/Team Members Experience and approach in recruiting external business/industries	<u>5</u>		<u>.20</u>		<u>1.0</u>
5. Cost	<u>5</u>		<u>.20</u>		<u>1.0</u>

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2. Completeness of Proposals	<u>3</u>		<u>.10</u>		<u>0.3</u>
3. Contractor's/Team Members Experience and approach in retaining/expanding existing business/industries	<u>4</u>		<u>.30</u>		<u>1.2</u>
4. Contractor's/Team Members Experience and approach in recruiting external business/industries	<u>4</u>		<u>.20</u>		<u>0.8</u>
5. Cost	<u>2</u>		<u>.20</u>		<u>0.4</u>

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2. Completeness of Proposals	<u>4</u>		<u>.10</u>		<u>0.4</u>
3. Contractor's/Team Members Experience and approach in retaining/expanding existing business/industries	<u>4</u>		<u>.30</u>		<u>1.2</u>
4. Contractor's/Team Members Experience and approach in recruiting external business/industries	<u>4</u>		<u>.20</u>		<u>0.8</u>
5. Cost	<u>4</u>		<u>.20</u>		<u>0.8</u>
SCORE:					<u>4.0</u>

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ENGAGE

— JOHN DAVIS

Sumter County
ECONOMIC DEVELOPMENT MARKETING AND PROGRAM SUPPORT

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3. Contractor's/Team Members Experience and approach in retaining/expanding existing business/industries	<u>2</u>		<u>.30</u>		<u>0.6</u>
4. Contractor's/Team Members Experience and approach in recruiting external business/industries	<u>2</u>		<u>.20</u>		<u>0.4</u>
5. Cost	<u>4</u>		<u>.20</u>		<u>0.8</u>
SCORE:					<u>2.5</u>
0 = Non-Responsive					
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ENGAGE/GILAN

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2. Completeness of Proposals	<u>1</u>		<u>.10</u>		<u>0.1</u>
3. Contractor's/Team Members Experience and approach in retaining/expanding existing business/industries	<u>2</u>		<u>.30</u>		<u>0.6</u>
4. Contractor's/Team Members Experience and approach in recruiting external business/industries	<u>2</u>		<u>.20</u>		<u>0.4</u>
5. Cost	<u>1</u>		<u>.20</u>		<u>0.2</u>

SCORE:

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1.7

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2. Completeness of Proposals	<u>3</u>		<u>.10</u>		<u>0.3</u>
3. Contractor's/Team Members Experience and approach in retaining/expanding existing business/industries	<u>2</u>		<u>.30</u>		<u>0.6</u>
4. Contractor's/Team Members Experience and approach in recruiting external business/industries	<u>1</u>		<u>.20</u>		<u>0.2</u>
5. Cost	<u>2</u>		<u>.20</u>		<u>0.4</u>
SCORE:					<u>2.1</u>
0 = Non-Responsive					
1 = Poor					
2 = Fair					
3 = Average (Included only minimum of what was asked for on subject criteria)					
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3. Contractor's/Team Members Experience and approach in retaining/expanding existing business/industries	<u>4</u>		<u>.30</u>		<u>1.2</u>
4. Contractor's/Team Members Experience and approach in recruiting external business/industries	<u>4</u>		<u>.20</u>		<u>0.8</u>
5. Cost	<u>3</u>		<u>.20</u>		<u>0.6</u>
SCORE:					<u>3.8</u>
0 = Non-Responsive					
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Sumter County
ECONOMIC DEVELOPMENT MARKETING AND PROGRAM SUPPORT

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2. Completeness of Proposals	<u>3</u>		<u>.10</u>		<u>0.5</u>
3. Contractor's/Team Members Experience and approach in retaining/expanding existing business/industries	<u>5</u>		<u>.30</u>		<u>1.5</u>
4. Contractor's/Team Members Experience and approach in recruiting external business/industries	<u>5</u>		<u>.20</u>		<u>1.0</u>
5. Cost	<u>3</u>		<u>.20</u>		<u>0.6</u>
SCORE:					<u>4.6</u>
0 = Non-Responsive					
1 = Poor					
2 = Fair					
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e-SOLUTIONS / GILPIN

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3. Contractor's/Team Members Experience and approach in retaining/expanding existing business/industries	<u>5</u>		<u>.30</u>		<u>1.5</u>
4. Contractor's/Team Members Experience and approach in recruiting external business/industries	<u>5</u>		<u>.20</u>		<u>1.0</u>
5. Cost	<u>5</u>		<u>.20</u>		<u>1.0</u>
SCORE:					<u>5.0</u>
0 = Non-Responsive					
1 = Poor					
2 = Fair					
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2. Completeness of Proposals	<u>5</u>		<u>.10</u>		<u>0.5</u>
3. Contractor's/Team Members Experience and approach in retaining/expanding existing business/industries	<u>5</u>		<u>.30</u>		<u>1.5</u>
4. Contractor's/Team Members Experience and approach in recruiting external business/industries	<u>5</u>		<u>.20</u>		<u>1.0</u>
5. Cost	<u>4</u>		<u>.20</u>		<u>0.8</u>

SCORE:

0 = Non-Responsive

1 = Poor

2 = Fair

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4 = Good

5 = Excellent

4.8

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1. Contractor's / Team Members Experience in economic development marketing in a rapidly urbanizing rural market	<u>4</u>		<u>.20</u>		<u>0.8</u>
2. Completeness of Proposals	<u>4</u>		<u>.10</u>		<u>0.4</u>
3. Contractor's/Team Members Experience and approach in retaining/expanding existing business/industries	<u>4</u>		<u>.30</u>		<u>1.2</u>
4. Contractor's/Team Members Experience and approach in recruiting external business/industries	<u>4</u>		<u>.20</u>		<u>0.8</u>
5. Cost	<u>4</u>		<u>.20</u>		<u>0.8</u>
SCORE:					<u>4.0</u>
0 = Non-Responsive					
1 = Poor					
2 = Fair					
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1. Contractor's / Team Members Experience in economic development marketing in a rapidly urbanizing rural market	<u>4</u>		<u>.20</u>		<u>0.8</u>
2. Completeness of Proposals	<u>4</u>		<u>.10</u>		<u>0.4</u>
3. Contractor's/Team Members Experience and approach in retaining/expanding existing business/industries	<u>4</u>		<u>.30</u>		<u>1.2</u>
4. Contractor's/Team Members Experience and approach in recruiting external business/industries	<u>4</u>		<u>.20</u>		<u>0.8</u>
5. Cost	<u>5</u>		<u>.20</u>		<u>1.0</u>
SCORE:					<u>4.2</u>
0 = Non-Responsive					
1 = Poor					
2 = Fair					
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1. Contractor's / Team Members Experience in economic development marketing in a rapidly urbanizing rural market	<u>3</u>		<u>.20</u>		<u>0.6</u>
2. Completeness of Proposals	<u>3</u>		<u>.10</u>		<u>0.3</u>
3. Contractor's/Team Members Experience and approach in retaining/expanding existing business/industries	<u>5</u>		<u>.30</u>		<u>1.5</u>
4. Contractor's/Team Members Experience and approach in recruiting external business/industries	<u>2</u>		<u>.20</u>		<u>0.4</u>
5. Cost	<u>3</u>		<u>.20</u>		<u>0.6</u>
SCORE:					<u>3.4</u>
0 = Non-Responsive					
1 = Poor					
2 = Fair					
3 = Average (Included only minimum of what was asked for on subject criteria)					
4 = Good					
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SPG/GILPIN

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2. Completeness of Proposals	<u>1</u>		<u>.10</u>		<u>0.1</u>
3. Contractor's/Team Members Experience and approach in retaining/expanding existing business/industries	<u>2</u>		<u>.30</u>		<u>0.6</u>
4. Contractor's/Team Members Experience and approach in recruiting external business/industries	<u>3</u>		<u>.20</u>		<u>0.6</u>
5. Cost	<u>1</u>		<u>.20</u>		<u>0.2</u>
SCORE:					<u>1.9</u>
0 = Non-Responsive					
1 = Poor					
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5. Cost	<u>3</u>		<u>.20</u>		<u>0.6</u>
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